CONTACT: Matt Atwood
ESPN Videogames
(415) 507-7545
matwood@espnvideogames.com

Anthony Chau
ESPN Videogames
(415) 507-7609
achau@espnvideogames.com

Jim Ankner
TAKE-TWO INTERACTIVE SOFTWARE, INC.
(646) 536-3006
james.ankner@take2games.com

ESPN VIDEOGAMES ANNOUNCES ESPN NFL 2K5 NOW SHIPPING TO RETAILERS ACROSS NORTH AMERICA

SAN RAFAEL, CA and New York, NY —(July 20, 2004)— ESPN Videogames and Take-Two Interactive Software Inc. (Nasdaq: TTWO) today announced that the critically acclaimed ESPN NFL 2K5 has shipped to major retailers across North America and will be available to consumers on the weekend of July 23. Continuing the standard of innovation and unparalleled game quality, ESPN NFL 2K5 offers the most feature-rich and responsive football game on the market. ESPN NFL 2K5 is available for both the PlayStation®2 computer entertainment system and Xbox® videogame system from Microsoft©.

"ESPN NFL 2K5 represents our dedication to delivering the finest gridiron experience ever," stated Greg Thomas, president of Visual Concepts – makers of ESPN Videogames. "The formula is simple, 20 bucks on the weekend of July 23rd nets the consumer the best NFL game at the best price."

A bevy of new features permeate ESPN NFL 2K5, adding to the authenticity and realism the 2K series is known for. The **V.I.P. System™** (Virtual Identity Profile) allows players to keep track of a human opponent's behavior, then save and re-load the behavior, allowing true competitive play at any time. **Maximum Tackle™** gives gamers an unparalleled level of control from both sides of the field, as defenders decide whether to go for the basic wrap-up tackle, or a devastating big hit.

ESPN's Chris Berman and Suzy Kolber headline an updated **ESPN Presentation** complete with stylized on-screen graphics, ESPN's exclusive Skycam™ and a full franchise show featuring ESPN personalities Mel Kiper, Jr. and Trey Wingo.

-more-

ESPN Videogames also delivers the **new standard in online play** consisting of competitive tournaments, deep online statistics and multiplayer leagues – all offered at no additional cost to the consumer. Players not only can test their gameplay skills at beating online opponents, but also through the **Crib**'s new point system and item catalogue, allowing gamers to customize their Crib. Players are challenged to garner additional points in the Crib by accepting phone challenges from Crib celebrities such as Steve-O, Carmen Electra, Jamie Kennedy, Funk Master Flex and David Arquette and taking on their "dream teams."

ESPN NFL 2K5 and all other ESPN Videogames titles are produced by Visual Concepts—SEGA's sports studio. ESPN NFL 2K5 is rated E for Everyone and is available for the suggested retail price of $19.99. For more information, log on to http://www.espnvideogames.com.

About Visual Concepts Entertainment
Visual Concepts Entertainment is the maker of the critically acclaimed 2K series of sports games. The company is responsible for the full development and marketing for all ESPN Videogames titles and is committed to delivering the best, fully integrated sports gaming experience for all consumers. Visual Concepts Entertainment is wholly owned by Japan-based SEGA Corporation.

About ESPN
ESPN, Inc., The Worldwide Leader in Sports, is a multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia assets in sports marketing with over 40 business entities. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPN Now, ESPN Today), ESPN HD (a high-definition simulcast service of ESPN), ESPN Regional Television, ESPN International (25 international networks and syndication), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN Broadband, ESPN Wireless, ESPN Video-on-Demand and ESPN Interactive. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc, which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

© 2004 NFL Properties LLC. Team names and logos are trademarks of the teams indicated. All other (NFL-related marks) are trademarks of the National Football League. Licensed product of PLAYERS INC. The PLAYERS INC logo is a registered trademark of the NFL players. www.nflplayers.com. NFL Properties LLC. Team names and logos are trademarks of the teams indicated. All other NFL-related marks are trademarks of the National Football League. Officially Licensed product of PLAYERS INC. The PLAYERS INC logo is a registered trademark of the NFL players. www.nflplayers.com.

"PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries. ESPN is a registered trademark of ESPN, Inc. All other trademarks are the property of their respective owners.

All trademarks and copyrights contained herein are the property of their respective holders.

About Take-Two Interactive Software
Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation® game console, PlayStation®2 computer entertainment system, Xbox®, Nintendo GameCube™ and Game Boy® Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, Gathering and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. Take-Two's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at www.take2games.com.

Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2003 and on Form 10-Q for the quarter ended April 30, 2004 in the section entitled "Cautionary Statement and Risk Factors".

###